

EXHIBIT B

Profitero

- Led product marketing and GTM strategy, defined packaging, messaging, services, and up-sell opportunities across the product portfolio
- Launched small business segment, product-led growth, that garnered 500+ in customer adoption in 6 months
- Managed customer messaging and campaign efforts, drove revenue growth through the use of digital marketing channels - email, social, video - achieved > 100% client revenue retention
- Partnered with event marketing and managed content of 12+ presenters for Payfactors' brand conference
- Implemented competitive intelligence and win/loss program, resulting in improved win rates

Skills: Pricing Strategy · Brand Strategy · People Management · Competitive Intelligence · Skilled Multi-tasker · Project Management · Product Adoption · Marketing Campaigns · Digital Marketing



Job Description Manager by Payfactors

Tired of manually managing, organizing, and matching job descriptions? There's a better way.



Director of Product Marketing

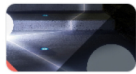
Skyword Inc.

2016 - 2018 · 2 yrs

Greater Boston Area

- Managed product roadmap with executive stakeholders; up-leveled messaging to an enterprise buyer persona; defined positioning, packaging, pricing, and competitive differentiation of the product suite
- Executed GTM strategy for product launches and coordinated launch efforts, including training and content; reduced GTM time by 20%
- Led product marketing team of 2; managed analyst relations, briefings, and inclusion in Forrester Wave
- Collaborated with product management to define new user profiles, aided with UX market research
- Championed the customer advisory board, creating a program of 30+ customer advocates; led advisory board events to increase customer ACV

Skills: Pricing Strategy · Brand Strategy · People Management · Competitive Intelligence · Skilled Multi-tasker · Marketing Leadership · Project Management · Pricing Research · Product Adoption · Marketing Campaigns · Digital Marketing



SEO Best Practice Playbook

Playbook on SEO. Project managed entire project from ideation to production.



The Skyword Enterprise Planner - Product Overview

The Skyword Enterprise Planner provides marketing leaders and their teams with a singular view to see content marketing activities and campaigns in order to improve coordination,...



Skyword Ideation Management

Instead of juggling emails, spreadsheets, feedback, and approvals, streamline the process of generating, developing, and sharing new content ideas with Skyword...

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Product Marketing Manager

Workhuman

2014 - 2016 · 2 yrs

Greater Boston Area

- Partnered with sales leadership to lead content efforts across company kick-off and sales boot camps; managed revenue enablement, onboarding, training, and sales certifications
- Managed customer events at industry conference, including award presentations, content, speakers, timeline, and all communication
- Executed GTM strategies for product launches and coordinated efforts across cross-functional teams, including messaging, training, content
- Interpreted competitive insights to increase win rates; led the win/loss program and analysis of all reports to impact sales and customer opportunities
- Supported demand generation campaigns, including the \$1M launch of Service Timelines

Skills: Pricing Strategy · Brand Strategy · Competitive Intelligence · Skilled Multi-tasker · Project Management · Marketing Campaigns



Feature Brief on Globoforce Highlighting



Product Brief on Actionable Insights



Senior Product Marketing Manager; Product Marketing Manager

Ektron · Full-time

Mar 2013 - Aug 2014 · 1 yr 6 mos

Greater Boston Area

- Developed and executed content marketing strategies across buying stages and personas, creating material and content for field marketing, blogs, social, and email
- Managed the product launch team; executed GTM strategies, including messaging and collateral creation

- Led analysis of win/loss, leading to positive changes in messaging, product functionality, and win rates
- Supported demand generation and customer marketing campaigns

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Skills: Pricing Strategy · Brand Strategy · Competitive Intelligence · Skilled Multi-tasker · Project Management · Marketing Campaigns · Digital Marketing



Maximizing Mobile Performance Using RESS Technologies



How to Build an Inbound Website - Part 3



How to Build an Inbound Website - Part 2
Content Targeting and Lead Nurturing

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Sales Manager

HARD ROCK CAFE · Full-time

2005 - 2012 · 7 yrs

Washington, DC

- Led all group sales efforts, contributed 1M+ annual revenue YoY in tour & travel sales bookings

Skills: Go-to-Market Strategy · Sales

About

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Talent Solutions

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